

### "Best Friend" Advertisement

**SURGEON GENERAL'S WARNING:**  
Smoking Causes Lung Cancer, Heart Disease,  
Emphysema, And May Complicate Pregnancy.

**WARNING:** Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, and catechols) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, and other harmful by-products.

OMNI Kings and 100's: 15 mg. "tar," 1.0 mg. nicotine;  
Lights Kings and 100's: 12 mg. "tar," 0.8 mg. nicotine;  
Ultra Lights 100's: 6 mg. "tar," 0.5 mg. nicotine.  
ave. per cigarette by FTC Method.

Reductions in carcinogens are in comparison to similar competitive brand styles.

#### New Omni Reduced Carcinogens. Premium Taste.

Introducing the first premium cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.